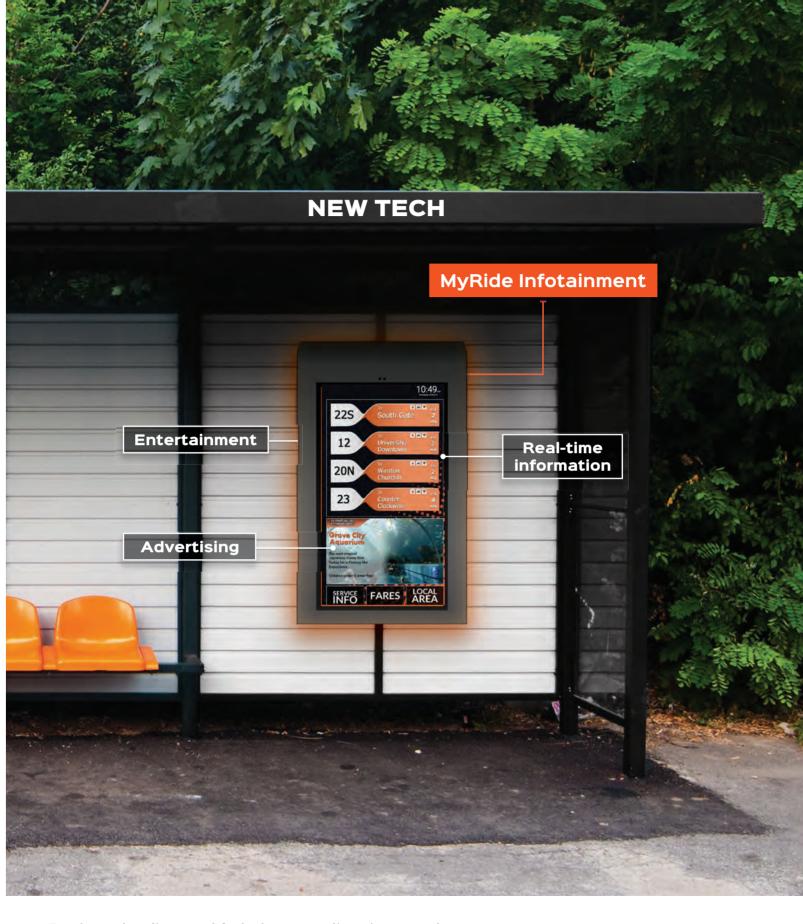


Corpus Christi RTA

No Nonsense Agency: "Just Customer Service, Honesty & Integrity"

Jorge Cruz-Aedo, CEO





Replace the dirty and faded posters littering your bus shelters with a real-time passenger information system that combines travel info, advertising and entertainment all on one screen. *Wow your riders today.*



A Sign Of The Times – New Infotainment System From TripSpark

Today's consumers want a better transit experience and it's costing agencies riders.

A step toward better rider experiences is TripSpark's (www.tripspark.com) new infotainment digital signage solution for fixed route, MyRide Infotainment, which can help agencies inform and entertain their ridership. In fact, one study found that almost 70 percent of bus riders said that invaluable, real-time travel information would "significantly improve" their transit experience.

"Our satisfied customers tell us that TripSpark's MyRide passenger information system can't be beat for live bus tracking and two-way rider notifications, and is one of the best traveller information apps on the market. Building on this success, MyRide Infotainment ensures that riders get the same real-time information about bus locations, schedules, departure times, detours and amenities — combined with entertainment content, advertising, service announcements and more," said Tanya Brusse, Senior Product Manager at TripSpark Technologies.

What They Want, When They Want It

MyRide Infotainment is all about providing

up-to-the-minute service updates, interesting content and better wayfinding. During travel downtime, riders can engage with news, sports highlights, social media updates, trivia, video content, live weather updates and the brands they love.

MyRide Infotainment can be customized to meet an agency's needs - there's an incredibly wide range of hardware options available for onboard, interactive kiosks and transit properties. Since MyRide Infotainment offers accessible content, agencies can check ADA compliance off their to-do list.

Wide-Ranging Benefits For Agencies, Not Just Riders

Infotainment not only allows agencies to save money but to earn revenue from selling digital advertising to local and national businesses to supplement their farebox revenue, which in turn can be used for the 20 percent match needed for many grants.

Advertisers will love MyRide Infotainment because it can deliver targeted content verses traditional static transit advertising, that can become stale. Content can be easily changed and triggered depending on the time of day, day of the week, location, or

weather, providing more timely and relevant information for riders.

Setting Agencies Up For Long-Term Success

TripSpark has partnered with Message Point Media (MPM) to provide tailored support packages for content creation and system configuration/maintenance to keep your infotainment system up and running in peak condition.

"We partnered with MPM as we saw them as leaders in the infotainment space. They can offer both the digital signage technology as well as the psychological insight agencies need to better engage their riders," Brusse said.

TripSpark Technologies is a transportation technology company focused on helping Fixed Route, Paratransit, Rideshare and private operators increase service and access to transportation, improve rider satisfaction, drive revenue, and overcome operational challenges.

"We are not just a vendor - we are your long-term strategic partner, offering the latest technologies and providing exceptional support," according to TripSpark.

Message Point Media (MPM) is a visual communications company that designs agile and reliable digital signage solutions and is based in Birmingham, AL. Focused on the managed technology services industry, MPM was founded to answer the question: "Why do so many digital communications projects fail to deliver?"

MobilityTRANS Announces New Products

MobilityTRANS, a Michigan-based paratransit van and small bus manufacturer, announces two new products. The SafeTbus line of shuttles and small buses for 2020 includes 20 standard safety features and another 14 safety options.

"We believe that we offer a very safe, high quality and cost-efficient choice for passenger transportation," said Company President Dave Brown. "Many of these safety features are exclusive. Among the safety options are a new floor system called EzSafe, incorporating electric wheelchair securements which store a record of proper use, and alert the driver if a securement is released during transport."

For more information, visit www.mobilitytrans.com.

